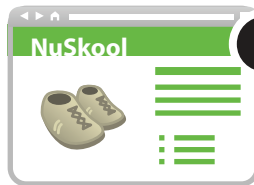
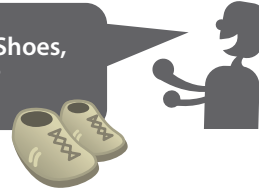


Increasing Brand Awareness with Search

How can my brand, NuSkool Shoes, penetrate the search market?

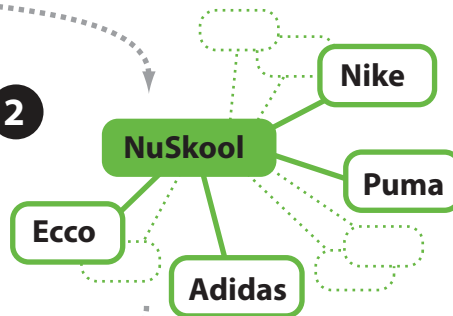


1 SEO Coding

Improve search results by incorporating your brand name into website coding such as internal links and page titles.

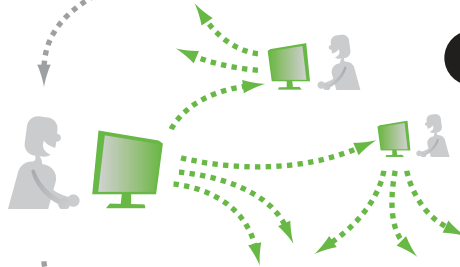
2 PPC Keywords

Increase brand exposure on search by bidding on other competitive brand names.



3 Social Campaign

Use social sites to promote your brand through video or other media. Create a link bait that will attract visitors and spread your brand.



4 SEM Practices

Increase brand awareness by submitting to directories, writing articles, and using press releases.

